

MARKETING COMMUNICATIONS - INTERMEDIATE TECHNICAL CERTIFICATE (ITC)

Explore More About This Program: <https://cwi.edu/program/marketing-communications>

Certificate Quick Facts

- **Instructional School:** Social Sciences and Public Affairs
- **Department:** Communication, Marketing, and Media Arts
- **Program Code:** MRKT.ITC
- **Program Type:** Career and Technical Education
- **Available Fully Online:** No
- **Eligible for Federal Financial Aid:** Yes

NOTE: Courses required for this program *may* have an additional fee; more information can be found on the [Special Course Fees](#) web page.

Certificate Requirements

Course	Course Title	Min Credits
General Education Requirements		
ENGL 101	Writing and Rhetoric I (GEM 1)	3
FINA 109	Personal Finance and Business Math (Recommended GEM 3) ¹	3
PSYC 140	Human Relations for Career and Personal Success (Recommended GEM 6) ¹	3
Major Requirements		
ADMS 133	Business English	3
BUSA 101	Introduction to Business	3
BUSA 120	Business Software Applications	3
COMM 278	Principles of Public Relations	3
MRKT 125	Introduction to Marketing	3
MRKT 203	Principles of Promotion	3
MRKT 240	Social Media Management	3
MRKT 257	Principles of Management	3
Minimum Credit Hours Required		33

¹ This general education (GE) course is recommended by the department as the most beneficial GE option for students in this program. **Please note that students may fulfill their GE requirement by completing another course from within the designated general education category.**